

# *BREAK OUT OF THE SEA OF SAMENESS WITH THE POWER OF STORYTELLING*

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How to tell a captivating story that differentiates you from the competition and takes your business to the next level.

**AIEYA  
HARRIS**

The background of the image is a light-colored, marbled pattern with intricate, swirling veins of a slightly darker shade, creating a classic marble effect.

# *LEGEND*



# *The Problem*

You are stuck in a sea of sameness

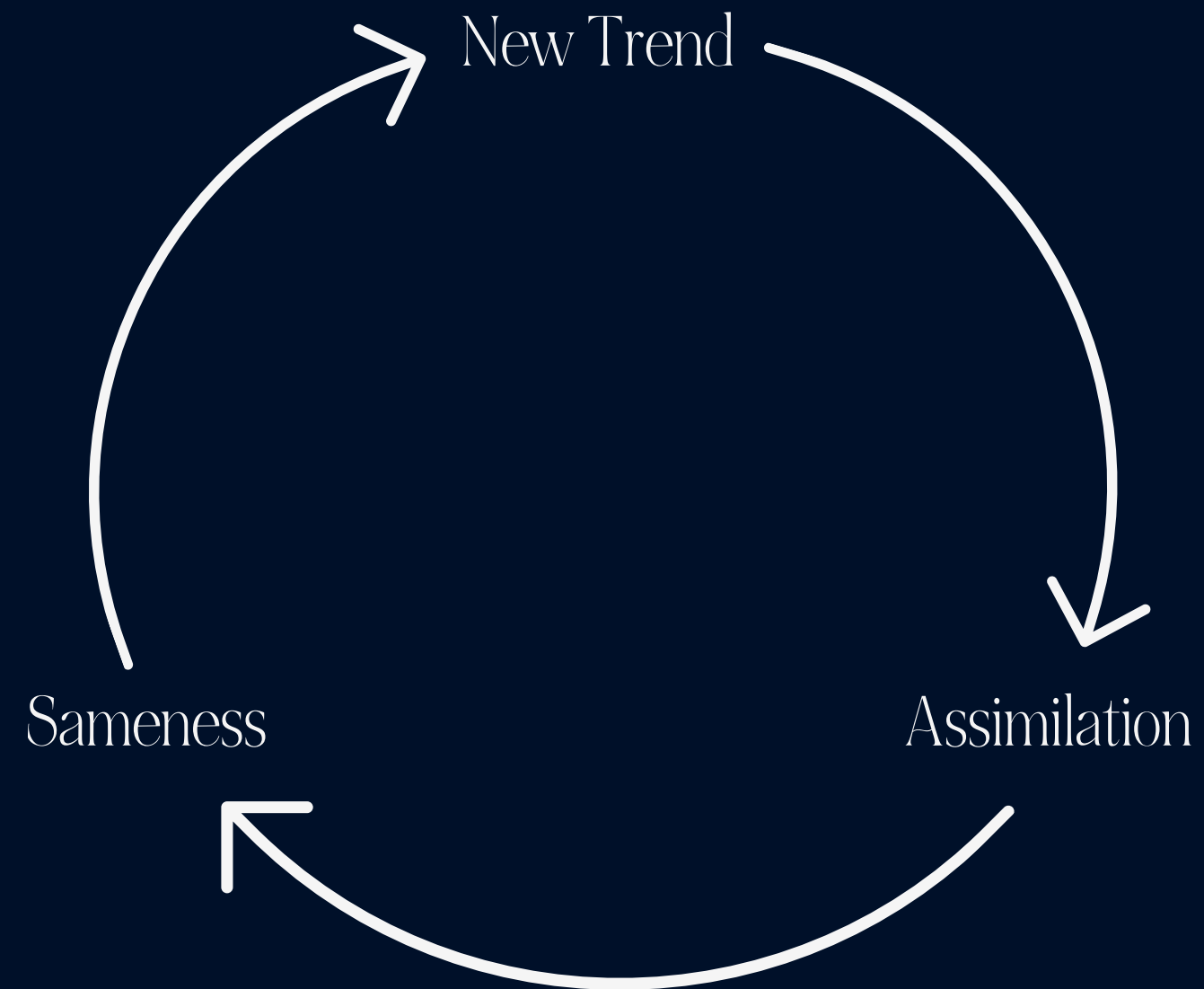
# *The Real Problem*

You are looking externally for internal solutions.

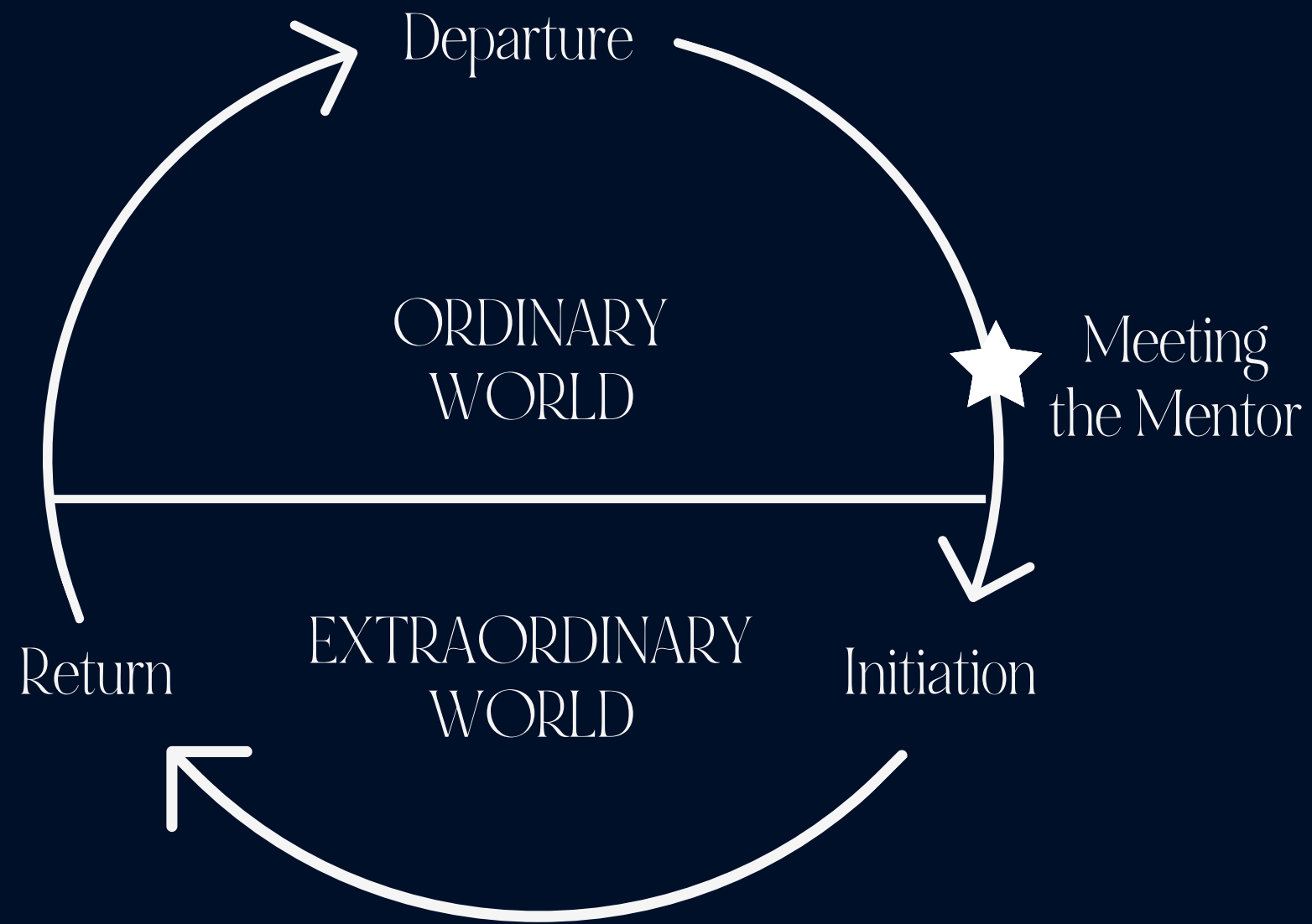
It's all about the next novel design, cool technique, or fancy element. Unfortunately, all of these are duplicatable. Eventually, the trend becomes trite.



*You aren't in a sea; you're in a cycle*



The Cycle of Sameness



# *Break the Cycle*

Tell a well-crafted, compelling story

Look inside to uncover the theft-proof elements that set you apart.

# *What you'll learn*

1

How to tell a captivating story that differentiates you from the competition and takes your business to the next level

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How to tell a captivating story that differentiates you from the competition and takes your business to the next level

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How to combine your story with that of your ideal audience to create the magic "Meeting the Mentor" moment that catalyzes connection, transformation, and abundance



# *What you'll learn*

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How to tell a captivating story that differentiates you from the competition and takes your business to the next level

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How to combine your story with that of your ideal audience to create the magic "Meeting the Mentor" moment that catalyzes connection, transformation, and abundance

3

Tangible storytelling, introspection, and copywriting techniques to craft your narrative and immediately improve your marketing messages

# *What you'll learn*

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How to tell a captivating story that differentiates you from the competition and takes your business to the next level

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How to combine your story with that of your ideal audience to create the magic "Meeting the Mentor" moment that catalyzes connection, transformation, and abundance

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Tangible storytelling, introspection, and copywriting techniques to craft your narrative and immediately improve your marketing messages

*Understand how to transform from industry leader to industry legend.*

*Our  
journey  
has 3  
stages*

1. Get Real
2. Get Clear
3. Get Connected

# Get your worksheet

Build your story as we go

1. Go to [www.aleyaharris.com/breakout](http://www.aleyaharris.com/breakout)
2. Complete each section as we go.
3. Once we are done with the session, press "Submit," and you will be sent a copy of your responses.



## Break Out of the Sea of Sameness With the Power of Storytelling Worksheet

Every good journey needs a roadmap. Use the fillable Google Form worksheet to capture moments of inspiration and leave this session with the foundation for your theft-proof story.

Complete each section as we go. Don't worry that the ideas aren't final. This is your space to take notes that will soon develop into groundbreaking truths.

Once we are done with the session, press "Submit" and you will be automatically sent a copy of your responses via email.

[grow@flourishmarketing.co](mailto:grow@flourishmarketing.co) [Switch account](#)



\* Indicates required question

Email \*

Your email

What is your first name? \*

Claim your story!

Your answer

What are your responses? \*



1

# *Get Real*

Differentiation comes from authenticity.

*Inauthentic  
copy doesn't  
build a  
connection*

“

"We are a top-tier institution that will help you reach your goals."

*Authentic  
copy  
captures  
attention  
and builds  
relationships*

“

“Build Your Career in a Post-Pandemic World with Our Industry-Aligned Courses and Real-World Problem-Solving Opportunities”

*Authentic  
copy  
captures  
attention  
and builds  
relationships*

“

“Step into a World of  
Mental Wellness and  
Academic Excellence,  
Addressing 2024's  
Student Stress  
Epidemic with  
Compassionate  
Support”



*Inauthentic  
copy doesn't  
build a  
connection*

“

"We tailor-make  
events for our  
couples' tastes."

*Authentic  
copy  
captures  
attention  
and builds  
relationships*

“

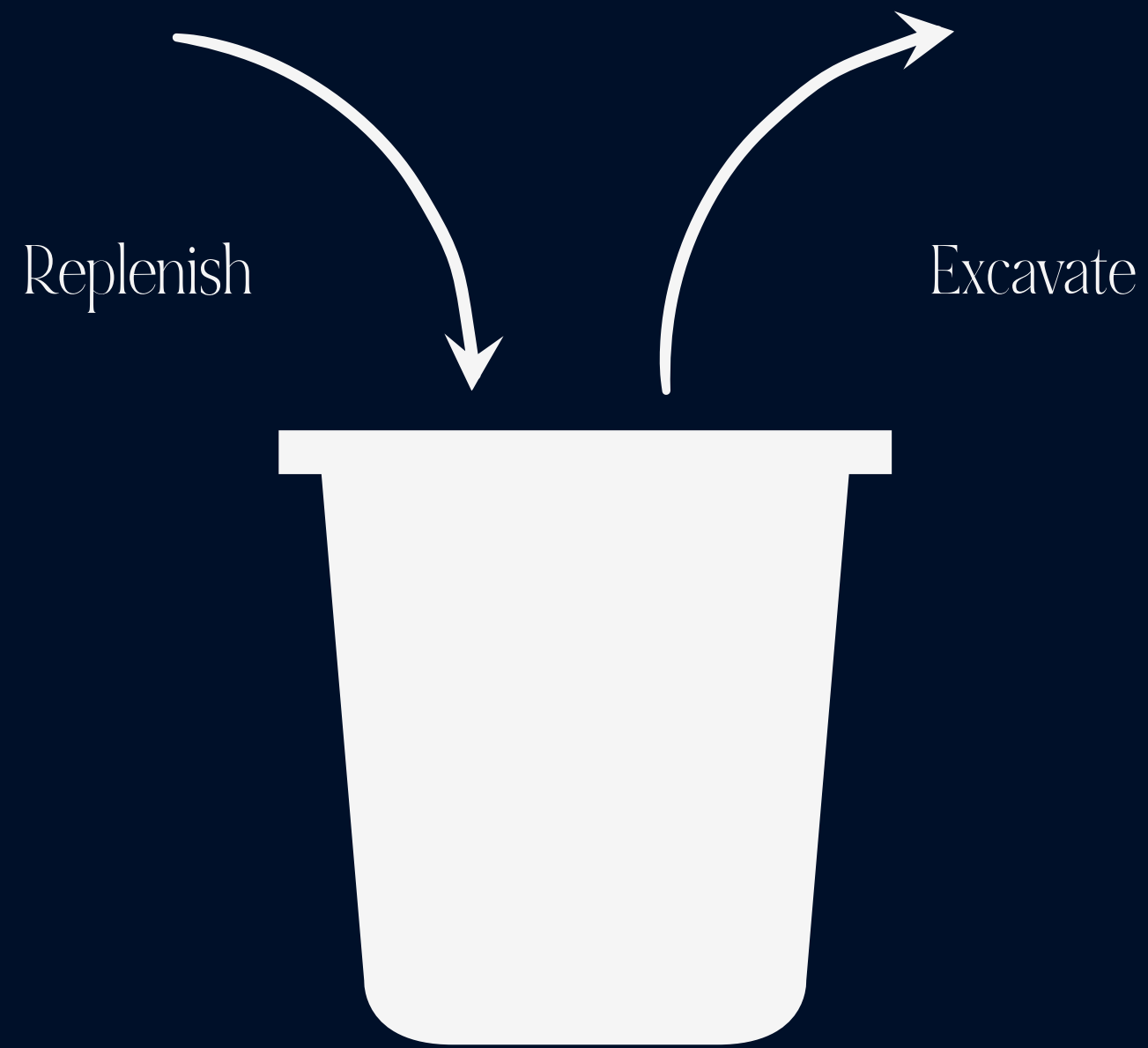
"It's not avant-garde design to us; it's how we articulate the beauty of you."

*If you don't  
get real, you  
will continue  
to sound like  
everyone  
else.*



*Realness  
begins with  
the  
individual*





# *It's time to dig deep*

Recalibrate: Excavate & Replenish

Get rid of what is no longer serving you and replace it with supportive inspiration and paradigms.

What do you need to excavate to reach your most authentic state?



# *Free Form Writing*

## Excavate

Give your subconscious a voice and clear the exhausting burdens keeping you from letting your genius loose.

This is different from journaling. After you have finished, you rip up the paper or burn it.

This is about letting go, not immortalizing our shackles.

[www.aleyaharris.com/recalibrate](http://www.aleyaharris.com/recalibrate)



# *Chant Ani-Hu*

## Replenish

Hu is Sanskrit and is an ancient name for God/Universe/Spirit. The Ani in Ani-Hu brings in the quality of empathy.

Chanting Hu or Ani-Hu will help clear blockages and open you up for greater awareness and trust.

You can do this daily or even multiple times per day.

*Share your individual radically authentic stories to create a radically authentic culture*





# *Download the Recalibration Guide to get real*

## *RECALIBRATION GUIDE*

*FLOURISH  
MARKETING*

Presented by Flourish Marketing & Aleya Harris

[www.aleyaharris.com/recalibrate](http://www.aleyaharris.com/recalibrate)



2

# *Get Clear*

It is time to turn your authenticity into a clear,  
differentiated story



*Legends are born from clarity*

# *The Grunt Test*

So easy a cave person  
could do it

- ① What do you offer?
- ② How will it make their lives better?
- ③ What do they need to do to pay you?

# *Create Your One-Liner*

Problem + Solution + Result

# *One-Liner Example*

Don't let communication breakdowns, toxic environments, and disengaged employees rob your innovation and productivity. Aleya Harris helps business leaders overcome communication and differentiation challenges by sharing radically authentic stories that transform workplace culture and carve unique market niches.



# *One-Liner Example*

We understand that today's students are facing career uncertainties in a rapidly evolving job market. Our institution offers specialized, industry-aligned courses and hands-on project experiences, leading you to secure promising career opportunities in emerging fields.



# *One-Liner Example*

Combating the rising stress and mental health challenges of 2024 is a heavy burden for incoming freshmen. Our campus offers a nurturing environment with robust mental wellness support and personalized academic guidance, ensuring students thrive both personally and academically.





# *One-Liner Example*

We rebuke wedding design anxiety!  
There's no need to feel like your special moments will be cookie-cutter or drab. Our expert design team uses IDEO's Design Thinking methodology, inspiration from your unique story, and pre-trend techniques to help you create a nuptial experience that is uniquely yours.



# *Problems come in threes*



Head

What do they intellectually understand to be their problem?

# *Problems come in threes*



Head

What do they intellectually understand to be their problem?



Heart

How does the problem make them feel?

# *Problems come in threes*



Head

What do they intellectually understand to be their problem?



Heart

How does the problem make them feel?



Gut

Why is it just plain wrong that they have to deal with this problem?



# *Check Your Story*

Use your body as a guide



# *Check Your Story*

Use your body as a guide

It's midnight, and you just got an urgent text from a loved one that says, "Call me. Now. Important."



# *Check Your Story*

Use your body as a guide

You closed a deal with a new client, but you know they aren't your ideal client.



# *Check Your Story*

Use your body as a guide



You received a new Louis Vuitton bag as a generous gift from a client-turned-friend to thank you for a job well done.





# *Check Your Story*

Use your body as a guide

You received a generous (\$\$\$) gift to thank you for a job well done.



# *Check Your Story*

Use your body as a guide

You're closing out a project, knowing you crushed it.



# *Check Your Story*

Use your body as a guide

You look around and realize that your hard work is paying off. You are on your way to legend status.

Get this and other strategies by downloading the 25+ page free Recalibration Guide at [www.aleyaharris.com/recalibrate](http://www.aleyaharris.com/recalibrate)



# *Check Your Story*

Use your body as a guide

What does a full-body "yes" feel like?

What does a full-body "no" feel like?

Let those feelings guide your authenticity.

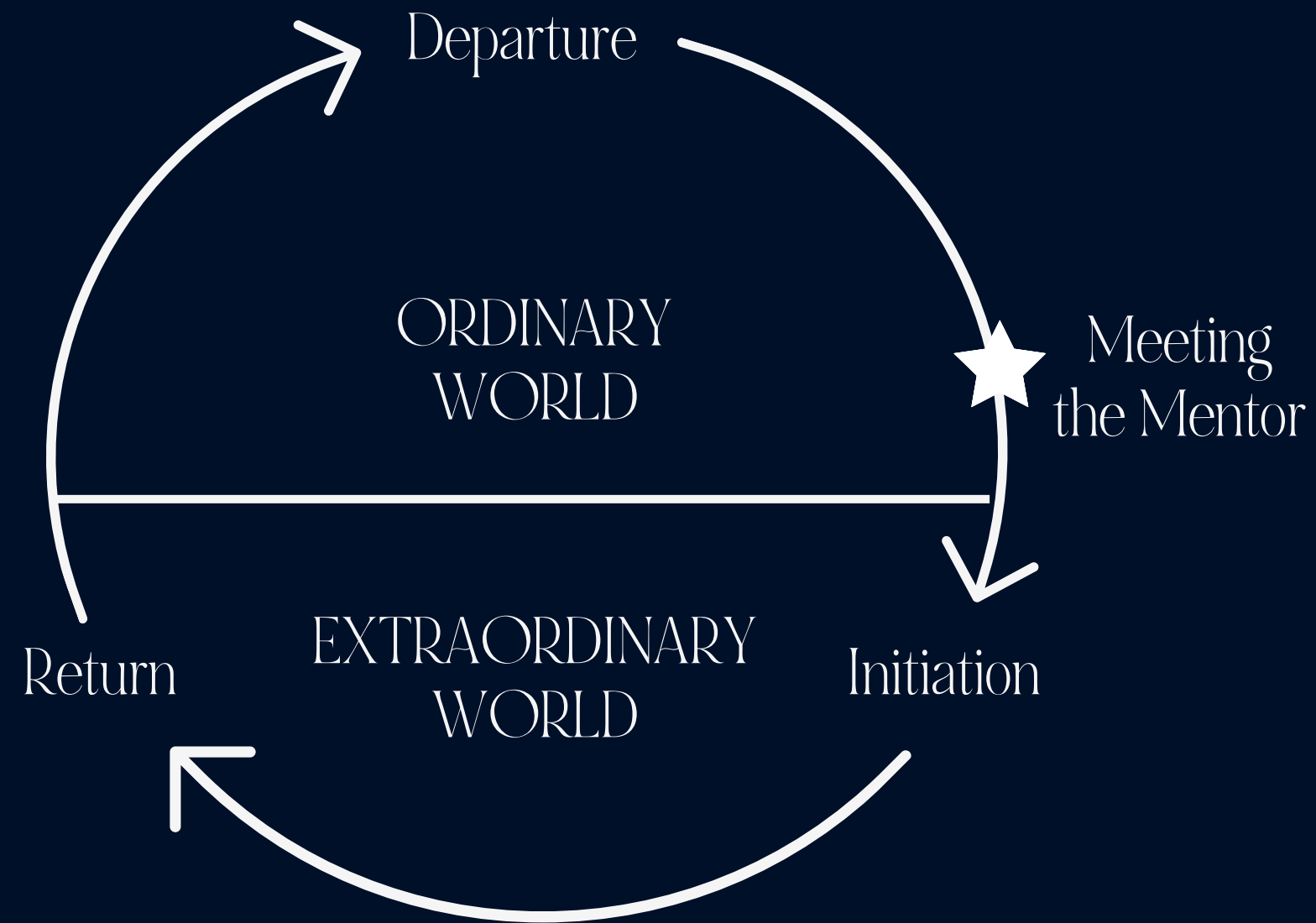


3

# *Get Connected*

Combine your story with that of your ideal client to create the magic "Meeting the Mentor" moment

# *Where are you on your journey?*



# *Hero*

Your audience

The weak character who needs help on their journey.

There is only room for one hero (and it's not you).



# *Guide*

Your role

The seasoned expert who shares their wisdom to help the hero.

The most powerful role in the story.



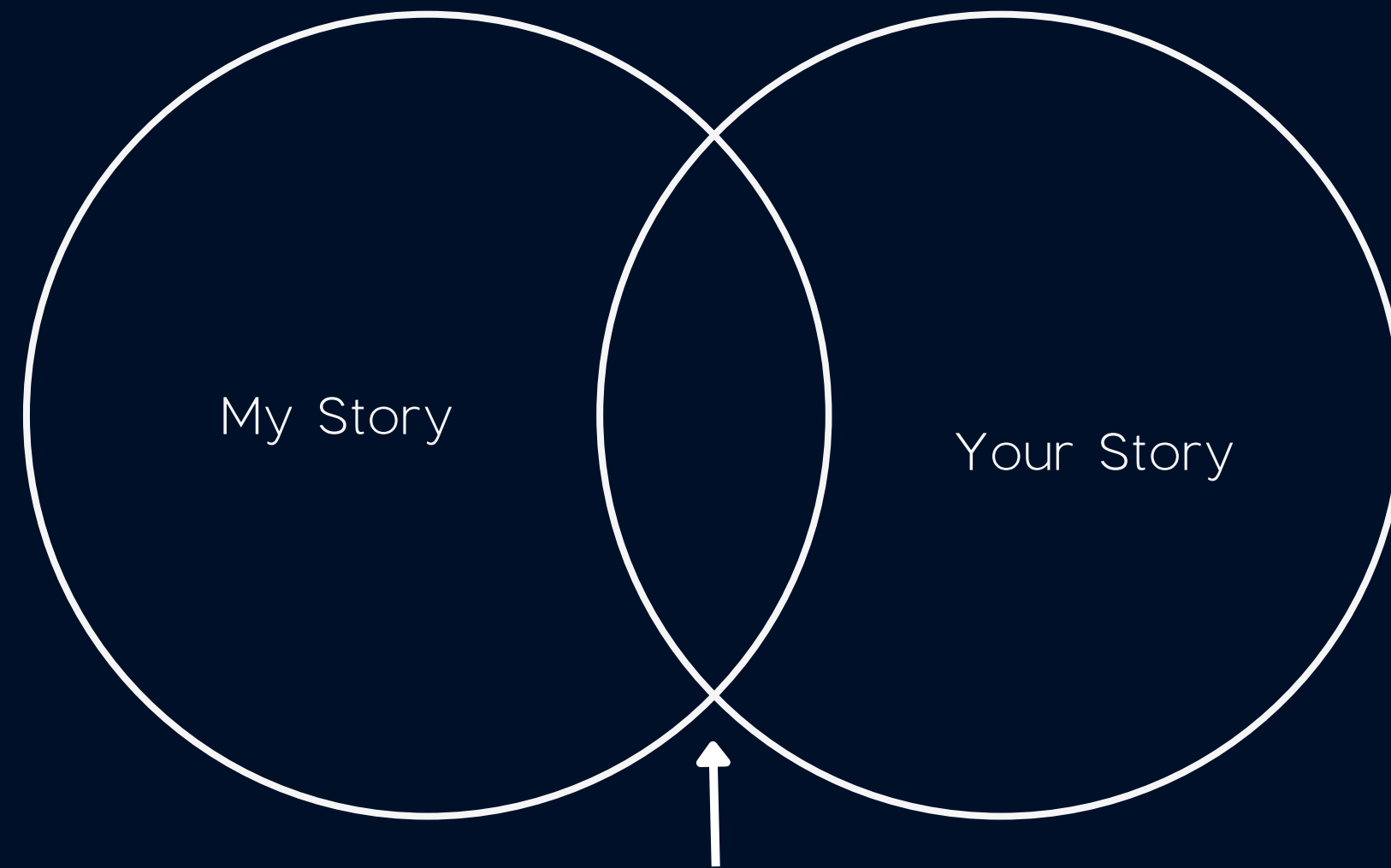




*Guide = Empathy + Authority*

Position yourself as the Guide who can help them transform

*My Story + Your Story = Our Story*



Where the magic happens

It's not about being unique.  
It's about being uniquely suited for your ideal audience.



# *Design Your Box*

Be easy like Tylenol

1. Read through your testimonials and pat yourself on the back.
2. Do some sleuthing to determine common problems you solve.
3. Intersect those with what you love to develop messaging that resonates and comes from a place of service.

A close-up photograph of green leaves, possibly from a succulent or similar plant, filling the entire frame. The leaves are layered and have a slightly glossy texture. Overlaid on the bottom half of the image is white text in a serif font.

*Don't stand out; stand in.*

Stand in the power of your unique story.



# *Write Your Eulogy*

Let's take it from a different perspective

What do you want it to say?

What impact would you want to leave?

What is your legacy?

How do you want to be remembered?

*Be authentic to become a  
legend*

Your actions today will create the story folx tell about you when you're gone.

Craft an immortal legacy that aligns with your true self.



# RECALIBRATION GUIDE

—  
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*Download the  
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Guide to start  
your journey*

[www.aleyaharris.com/recalibrate](http://www.aleyaharris.com/recalibrate)

*Let's Keep Our Stories Connected*

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# *I will be your Guide*

Aleya Harris, CPCE

- StoryBrand Certified Guide
- NES Health Certified BioEnergetic Business Coach
- Former Private Chef and Catering Company Owner
- Marketer With Over 14 years of Experience
- Owner & Founder of The Evolution Collective Inc. & Radical Rebirth Retreat
- Host of The Flourishing Entrepreneur Podcast
- Virgo sun/Aries moon/Aquarius rising, Enneagram 3 wing 2, ESFJ, Numerology Life Path 7, Human Design Generator, and a DISC pure I